

May 7, 2025

Mr Ben Bravenec
Planner II
City of Aurora CO – Planning & Development Services
15151 E Alameda Parkway
Aurora CO 80012

Re: VASA Fitness – Conditional Use Application – Operations Summary

Dear Ben:

This application proposes to convert the approximately 51,000 SF vacant building (formerly Dicks Sporting Goods) located in the southeast corner of E Arizona Pl and S Ironton St of the Gardens on Havana retail shopping center in Aurora, CO into a VASA Fitness. VASA is among the top 20 largest health club operators in the country with a total of 60+ operating locations. They are currently the high-value low-price (HVLP) market leader in Colorado and Utah, and continue to outperform in Oklahoma, Indiana, Illinois, Wisconsin, and Arizona locations.

The property is located at the end of a multi-tenant building and is directly adjacent to a Sprouts store. Other tenants within the larger site include Kohl's, Target, various restaurants, hair and nail salons, clothing stores, and a bank. The overall site contains shared parking spaces among all shopping center tenants. No change to the current parking count is anticipated.

VASA's mission is to uplift communities by offering inclusive, accessible, on-trend fitness solutions. They build and nurture fitness communities where all types of people at all stages in their fitness journey can come to get healthy, happy, and have the opportunity to be social and connect with others in a meaningful way. According to the American Psychological Association, loneliness and social isolation may represent a greater public health hazard than obesity, and that impact is continuing to grow. Being part of the thriving VASA Fitness community gives people a space to not only improve physical health, but also mental health.

VASA offers top-of-the-line amenities, including a large free weights area, expansive cardio deck, two functional training turf areas, boutique-style High Intensity Interval Training and Infrared Yoga studios, a personal training cage, a variety of group fitness classes, hydro-massage lounge, basketball court, steam room, sauna, and childcare services. The facilities are typically open daily from 5am-12am and have approximately 50 employees.

Proposed interior changes to the property include demolition of all existing interior walls as well as the existing mezzanine level. The spaces would then be constructed to fulfill the functions of the fitness center above and would include all new floor, wall, and ceiling finishes. Resizing and rerouting of plumbing, mechanical, and electrical systems to serve the needs of the new tenant will likely be required.

Proposed exterior improvements include paint and/or recladding a portion of the existing façade to enhance the entry area and reflect the signature VASA aesthetic. Branding elements such as VASA's colors, logo and amenity signage, and a vertical tower component are included in all designs, though each location is unique.

Sincerely,

FARNSWORTH GROUP, INC.

A handwritten signature in blue ink, appearing to read "Brad Nelson", with a stylized, flowing script.

Brad Nelson, AIA
Sr Architectural Manager